The Influence of Attractiveness and Expertise on Celebrity Endorsement Efficacy: A Cross-Cultural Study

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ABSTRACT

This study examines several issues related to the use of celebrity endorsers, including cross-national differences between the US and China in the ability of celebrities to endorse multiple products based on a combination of source characteristics (such as expertise, attractiveness and likability) and gender differences in the ability of the celebrity to endorse more products. The study builds on previous research by operationalizing the "Sexpertise Continuum," developed by Simmers, Martinez and Haytko (2009). The results showed little difference between countries on the number of products a celebrity may endorse. Celebrities who are known for their likability and attractiveness (whether American or Chinese) are able to endorse more products than those known for a particular expertise. However, this was not true for female athletes, who were only able to endorse products related to their expertise, regardless of their attractiveness or likability. Finally, male celebrities can endorse more products than female celebrities. Implications show that brand managers must evaluate the fit and the attractiveness/likability of the celebrity and balance these characteristics when selecting an endorser.

Keywords: Celebrity Endorsers, Advertising, Cross-cultural, China, Source Attractiveness

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INTRODUCTION

When executed properly, celebrity endorsement is a highly effective tool of promotion. In the modern age of social media marketing, mobile media marketing, and influencer marketing, celebrity endorsement has remained a frequently employed instrument of promotion management. This is proven by the dollars spent on celebrity endorsement, the positive outcomes of celebrity endorsement, and the amount of research on celebrity endorsement. Matching the right endorser to the right product can be a lucrative investment or, conversely, a costly failure. For example, at the height of his status as a celebrity endorser, Tiger Woods had a positive impact on the revenues and stock prices of Titleist (a golf equipment and apparel manufacturer) as well as sales of Nike golf balls; yet, his 9-year, $7.5 million dollar per year endorsement of Buick, a U.S. automobile brand, saw sales of the product decline dramatically resulting in the endorsement contract being terminated a year early. (Chung, Derdenger, & Srinivisan, 2013, Derdenger, 2018; Thomas, 2008; Thomaselli, 2008).

Considering the potential for risk and reward, it is not surprising that there exists a large body of research on celebrity endorsement. Despite this, there continue to be persistent calls for more research on the subject. Specifically, there have been calls for cross-national and cross cultural studies of differences in celebrity endorsement effectiveness (Bergkvist & Zhou, 2016; Biswas, Hussain, & O'Donnell, 2009; Choi, Lee, & Kim, 2005; Knoll & Matthes, 2017; Tzoumaka, Tsiotsou, & Siomkos, 2016; Nanda & Khandelwal, 2017; Um, 2013; Winterich, Gangwar, & Grewal, 2018) including specific calls for research into celebrity endorsement in China (Hung, Chan, & Tse, 2011; Knoll & Matthes, 2017). Moreover, the literature has called for research into the types of products and the number of products that a celebrity can endorse (Bergkvist & Zhou, 2016; Hung, Chan, Tse, 2011, Keel & Nataraajan, 2012, Um, 2013). Further, scholars have called for additional research clarifying gender differences in celebrity endorsement effectiveness (Bergkvist & Zhou, 2016; Edwards & La Ferle, 2011; Klaus & Bailey, 2008; Knoll & Matthes, 2017). Finally, scholarly appeals to approaches that examine the relationships between existing models of celebrity endorsement (e.g. Petty & Cacioppo, 1981; McCracken, 1986; Kamins, 1990). This study addresses the research calls with a contribution that can be appreciated by scholars and practitioners alike.

Several major theoretical models have emerged regarding celebrity endorsement. Each theory provides us partial insight into the phenomenon and the promotion strategy and a partial explanation for consumer responses to celebrity endorsement. One fact that has emerged from the research is that celebrity endorsers vary in influence by characteristics of the endorser such as gender, expertise, likeability, characteristics of the consumer (e.g., culture, involvement), and the product category. Prior research suggests that the applicability of celebrity endorsement models varies by these characteristics as well. Some successful attempts to combine the knowledge gathered from the various models to provide strategic insight into celebrity endorsement effectiveness have added to our understanding of how to best use this promotional tool. One example of this is the Endorser Sexpertise Continuum which combines aspects of the Source Credibility Model and the Source Attractiveness Model into a conceptual framework that posits that celebrities known for expertise and trustworthiness will have differing effects on consumer responses than celebrities known primarily for likeability or physical attractiveness (Simmers, Damron-Martinez, & Haytko, 2009).

The purpose of the current study is as follows. First, it seeks to examine cross-national differences between the US and China in the ability of celebrities to endorse product categories.

Second, it seeks to use the Sexpertise Continuum to examine which endorser characteristics lead to the ability for a celebrity to endorse a wider variety of products. Finally, the study examines gender differences in the ability to endorse more products. One of the chief contributions of research presented herein that distinguishes it from prior work is the operationalization and empirical testing of the Endorser Sexpertise Continuum theorized by Simmers, Damron-Martinez, and Haytko (2009). Consequently, the resulting study contributes to marketing scholar's understanding of celebrity endorsement as a promotion tool. Further, the findings of the present study enhance marketing manager's practical knowledge regarding the selection of celebrity endorsers in both the U.S. and Chinese markets.

A brief review of celebrity endorsement as a promotion tool and a concise summary of the major models of celebrity endorsement follows. Background and hypotheses are provided on comparisons of Chinese versus U.S. celebrity endorsers, endorser expertise and attraction, and gender differences in celebrity endorsement ability as a function of the number of products the celebrities can endorse. Two pretests and a main study were executed followed by analysis of the results. Finally, a discussion of the results as well as managerial implications and future research recommendations are provided.

CELEBRITY ENDORSEMENT AS A PROMOTION TOOL

Celebrity endorsement is a widely used method of promotion. Indeed, 14 to 19 percent of advertising in the United States, and twice that amount in some foreign markets, feature celebrity endorsers (Creswell, 2008). Celebrity endorsers are shown to affect attitudes, beliefs, and behavior and to have an impact on stock returns (Agrawal & Kamakura, 1995; Mathur et al., 1997; Elberse & Verleun, 2012) and brand-level sales (Elberse & Verleun, 2012). A prime example is Michael Jordan, who in 1995 created almost a 2% increase in stock returns, approximately $1 billion in market value, for the products he endorsed in anticipation of his return to the NBA (Mathur et al. 1997). Elberse & Verleun, (2012) found that for each major win by the athlete celebrity endorser, both stock returns and brand-level sales saw an increase. Also, if a celebrity endorses too many products, there is a negative impact on celebrity credibility, likability and attitude toward the ad (Tripp et al., 1994).

Some celebrities can endorse more products than other celebrities. This study examines this phenomenon using the Sexpertise Continuum (Simmers et al., 2009). The continuum proposes that celebrities known for a particular expertise are more limited in the products they can endorse compared to celebrities who are attractive. Specifically, celebrities who are known for their expertise can only endorse products related to their expertise, whereas celebrities who are attractive are able to endorse products related and unrelated to their area of expertise.

MODELS OF CELEBRITY ENDORSEMENT

McCracken (1989) defines a celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (p. 310)." The impact of celebrity endorsement has been examined using different models. These models include the Elaboration Likelihood Model (Petty & Cacioppo, 1981), match-up hypothesis model (Kahle & Homer, 1985; Kamins, 1990; Till & Busler, 2000), the meaning transfer model (McCracken, 1986; McCracken, 1989), the source credibility model (Hovland & Weiss, 1951; Hovland et al., 1953; Hovland & Weiss, 1951; Ohanian, 1990;

Ohanian, 1991; O'Mahony & Meenaghan, 1997/98), the source attractiveness model (Petty & Cacioppo, 1980; Petty, Cacioppo & Schumann, 1983; McGuire, 1985; Kahle & Homer, 1985), and the Endorser Sexpertise Continuum (Simmers et al., 2009).

Elaboration Likelihood Model

Petty and Cacioppo (1981a) found that issue involvement moderated the effects on attitude toward advertising content and context, in that receiver involvement impacted how the advertising message was processed. In high involvement conditions message content was more influential, whereas in low involvement conditions source characteristics were more influential. The Elaboration Likelihood Model (Petty & Cacioppo, 1981b) posits two distinct routes to attitude change. The more cognitive, higher involvement route to persuasion is referred to as the central route and the route involving less processing and lower involvement is referred to as the peripheral route. Celebrity endorsers fit primarily under the peripheral route, serving as a source cue. Petty et al. (1983) found that celebrity endorsers impacted the attitude toward the product for the low involvement condition, but not for the high involvement condition in which the information about the product was more impactful. They also found that attitude predicted behavioral intentions under the high involvement condition, but not the low involvement condition. Petty and Cacioppo (1980) found in their study using an advertisement for shampoo that physical attractiveness was important in both the low and high involvement conditions. They attributed the high involvement processing to the appearance of the celebrity endorser serving as an argument for the effectiveness of the attractiveness-related product.

Friedman and Friedman (1979) examined the effectiveness of the endorser based on the type of endorser and the type of product, finding a significant endorser by product interaction. The type of endorsers included a celebrity, an expert and a typical consumer. The type of product selected was based on risk. One product was selected with a high rating on social and/or psychological risk (costume jewelry), one product was selected with a high rating on financial, performance and/or physical risk (vacuum cleaner) and one product was selected with a low rating on all five types of perceived risk (box of cookies). Friedman and Friedman (1979) based their study on the work of Kelman (1961). Kelman (1961) hypothesized three processes of social influences, from which Friedman and Friedman (1979) drew two: identification and internalization. Identification was hypothesized to be related to likableness and attractiveness, whereas internalization was tied to expertise. They found that celebrities engaged the identification process for products related to good taste (costume jewelry), whereas experts engaged the internalization process for complex or expensive products requiring knowledge or expertise (vacuum cleaner). The typical consumer endorser paired with the box of cookies.

Match-up Hypothesis Model

The match-up hypothesis model is based on the fit between the endorser and the endorsed product. Using the same product (Edge razors) as Petty et al. (1983), Kahle and Homer (1985) found the product was liked more and had more purchase intentions with an attractive endorser than an unattractive endorser, supporting social adaptation theory. They asserted that the Petty and Cacioppo (1980) result of a shampoo advertisement being important in both the low and high involvement conditions was that physical attractiveness was a source of information. This is consistent with both the match-up hypothesis model and social adaptation theory. If a beautiful

celebrity endorses an attractiveness-related product, then the celebrity's beauty is attributed to the product (Kahle & Homer, 1985). Kamins (1990) conducted a study that supports Kahle and Homer's (1985) work. Kamins (1990) found that an attractive celebrity increased credibility and attitude toward an ad for an attractiveness-related product but not for an attractiveness-unrelated product. Bower and Landreth (2001) found that a highly attractive model is effective for attractiveness-related products, whereas a normally attractive model is more appropriate for problem-solving attractiveness-related products. A highly attractive model is not seen as having the same problems as normal people do. In both cases, the model is seen as a source of information and the model's perceived expertise impacts the effectiveness of the endorsement.

Meaning Transfer Model

Using a meaning transfer perspective, McCracken (1986) posits that consumer goods carry meaning and this meaning can be transferred from one location to another. "In the usual trajectory, cultural meaning moves first from the culturally constituted world to consumer goods and then from these goods to the individual consumer (McCracken, 1986, p. 71)." Advertising serves as a conduit for transferring meaning from the culturally constituted world to the consumer good (McCracken, 1986), thus the celebrity endorsers used in advertising also serve as a conduit. McCracken (1989) notes that the source models are unable to explain some research findings because they do not take the product type into consideration, but only consider the attributes related to the source of the message, the celebrity endorser. McCracken (1989) argues that according to the source models, "...as long as the credibility and attractiveness conditions are satisfied, any celebrity should serve as a persuasive source for *any* advertising message (p. 311)." He counters that the celebrity endorser represents not only himself or herself, but also includes the roles with which s/he has been associated (i.e., on stage). The source models suggest that celebrity endorsers are unidimensional in nature (Erdogan, 1999), but humans are multidimensional beings. The endorsement succeeds when the properties of the celebrity endorser are made the properties of the endorsed product (McCracken, 1989). The consumer recognizes the cultural meaning of the celebrity endorser is also contained in the product, takes possession of this meaning and integrates it into himself/herself and his/her interpretation of the world (McCracken, 1989). O'Mahony and Meenaghan (1997) found "…consumers expect congruity between the celebrity endorsers' perceived images and the types of products they endorse (p. 23)." Specifically, they found that credibility and expertise had the greatest impact on purchase intentions, whereas trustworthiness, likeability, attractiveness and personality did not.

Source Credibility and Source Attractiveness Models

The source models are based on social influence or source effect theory that argues that source characteristics affect message receptivity (Erdogan, 1999). Source credibility is the perceived relevant knowledge or experience attributed to the source (Hovland & Weiss, 1951; O'Mahony & Meenaghan, 1997). The source credibility model includes the perceived expertise and trustworthines*s* of the celebrity endorser (Hovland et al., 1953; Hovland & Weiss, 1951; Ohanian, 1991). Ohanian (1990) constructed and validated a scale to measure the three dimensions of source credibility which include expertise, trustworthiness and attractiveness. However, she found only expertise explained purchase intention (Ohanian, 1991). The source attractiveness model includes similarity, familiarity and liking of the endorser (McGuire, 1985).

Receivers are looking for similarity between themselves and the source of the message. They want an endorser to whom they have been exposed before, someone that they know. Liking of the source can include physical attractiveness as well as overall personality (Erdogan, 1999).

The Endorser Sexpertise Continuum

Building on the Source Credibility Model (Hoveland, Janis, and Kelley 1953; Hoveland and Weiss 1951), the Source Attractiveness Model (McGuire 1968), and the Product Matchup Hypothesis (Forkan 1980; Kahle and Homer 1985; Kamins 1989; Kamins 1990) theories of endorsement, Simmers et al. 2009 propose the Endorser Sexpertise Continuum in the context of a matching of athlete celebrity endorser characteristics and product brand type. The Continuum is anchored on one side with "acquirable expertise" and the other side with "attractiveness/likeability." The celebrity's placement along the Continuum determines whether s/he can endorse a limited range of related products or a wide range of unrelated products. The Source Credibility Model attributes message effectiveness to the expertise and trustworthiness of the celebrity endorser. This becomes the "expertise" anchor on the Continuum. The Source Attractiveness Model attributes message effectiveness to similarity, familiarity and liking of the celebrity endorser. Physical attraction has also been attributed to message effectiveness in that what is beautiful is good (Dion, Berscheid and Walster 1972). This becomes the "attractiveness/likeability' anchor on the Continuum. The Product Matchup Hypothesis introduces the idea of celebrity/product "fit" in that we are looking for expertise matchup and attractiveness matchup for a successful endorsement. McCracken (1989) suggests that it goes beyond just a simple attractiveness or expertise matchup to include the multidimensional bundle of meanings represented by the celebrity. Thus, a Continuum is proposed where they may have both expertise and attractiveness, but to varying degree. The stronger characterization of this multidimensional nature would determine if the celebrity fell more toward the "expertise" anchor, in which s/he would be limited to endorse products in line with his/her own area of expertise, or more toward the "attractiveness" anchor in which s/he would be able to endorse more unrelated products since the image transfer transcends a particular area of expertise. Therefore, the number of products, whether limited to an area of expertise or to more unrelated products depends on the celebrity's placement on the Endorser Sexpertise Continuum. The Endorser Sexpertise Continuum is heretofore untested empirically; accordingly, it is the focus of this study.

At its most fundamental level, celebrity endorsement relies on social influence. Specifically, it assumes that the opinion of a famous individual within a culture will be able to exert influence over a group of consumers owing in part to the celebrity of the endorser (McCracken, 1989). Presumably, this influence would be more effective within an individual culture (where individual opinions are valued over collective opinions) more so than in a collectivist culture (where the collective has greater influence over the individual). However, globalization and, by extension, Westernization have seemingly eroded that effect, especially among youth (Lin, 2001). Therefore, it is useful to examine any model of celebrity endorsement across cultures that vary significantly on the cultural dimension of individualism/collectivism. The United States and China provide a contrast on this dimension (Hung et al. 2011, Lin, 2001).

As with the endorser theories from which it is derived, the Endorser Sexpertise Continuum should also be cross-cultural in its application. However, it is widely accepted that advertising messages need to be congruent with the values of the local culture (Cho et al. 1999).

The United States is classified as Individualistic, whereas China is classified as Collectivistic (Hofstede 1984), therefore we would expect different responses to advertising between them. Based on Hofstede's cultural dimensions, compared to the U.S., China has greater power distance, less individualism, about equal in masculinity, less uncertainty avoidance and a much greater long-term orientation (www.ifmaatlanta.org 2018). However, Hofstede (1980) and Triandes (2004) suggest that as a country's economy becomes more developed, the culture becomes more individualistic. Thus, there is a trend among the younger Chinese toward more individualism (Lin, 2001).

Roughly 25% of the world population is made up of Generation Y workers. In China, there are approximately 200 million people in Generation Y (www.generationy.com 2018). U.S. Generation Y are considered diverse, tech savvy, socially-minded, multi-taskers, collaborative, overprotected, seek intertwined work and life, real time, connected, easily-bored, creative, entitled, empowered, risk takers, entrepreneurial and life-long learners (www.ifmaatlanta.org 2018). China Generation Y are eager to learn, confident, like to communicate, open-minded, energetic, seek forward progress, trendy, active, optimistic, willing to take risks, can't endure hardship, dependent on parents, creative, educated, more active virtually than face-to-face and tech-savvy (www.ifmaatlanta.org 2018).

UNITED STATES AND CHINESE ENDORSERS

In the United States, a quarter of advertisements use celebrities (Stephens & Rice, 1998). In China, 40 percent of advertisements targeting youths feature at least one celebrity (Bastin, 2011). Chinese consumers are more likely than U.S. consumers to take the recommendation of a product from an athlete celebrity endorser (Schaefer et al., 2010). Athlete celebrity endorsers influence their advertising persuasion processes by attracting attention and creating interest (Schaefer et al., 2011). One caveat is over-endorsement. Chinese celebrities may promote more than 20 brands at a time, diluting the impact of the celebrities' endorsement (Bastin, 2011, Hung et al., 2011). In China, over-endorsement is a significant moderator of the relationship between the endorser and brand evaluation for athlete celebrities, but not for entertainment celebrities (Hung et al., 2011). Hung et al. (2011) attributes this to the celebrity's core value set (an athlete is trying to be the best at one sport, whereas the entertainer is trying to be successful at acting, singing, modeling, etc.) and the consumer's attachment to the celebrity.

Advertising targeting the Chinese X Generation indicates both modernity and individualism (Zhang & Shavitt, 2003). China's Generation Y, the "little emperors and empresses" (Hung et al., 2011) are "individualistic, entrepreneurial and they are eager consumers of everything the Western marketplace has to offer (Arora, 2005, p. 1)". Parker et al. (2009) found that China is becoming more individualistic than collectivistic. Hofstede (1980) and Triandes (2004) suggest that as a country's economy becomes more developed, the culture becomes more individualistic. So, it is hypothesized:

H1: U.S. and Chinese celebrities will have similar relationships in the number of products they are able to endorse.

EXPERTISE, ATTRACTION AND INVOLVEMENT

The celebrity endorsement models demonstrate the roles of expertise, attraction and involvement. The Elaboration Likelihood Model indicates that endorsers should have more

impact in low involvement conditions where they serve as a source cue. Friedman and Friedman's (1979) internalization corresponds to the Elaboration Likelihood Model's central processing route, whereas identification corresponds to the peripheral processing route. The Source Credibility and Source Attractiveness Models indicate that source characteristics affect the message receptivity (Ergodan, 1999). Ohanian's (1990) scale measures the three dimensions of source credibility, including expertise, trustworthiness and attractiveness. She found only expertise explained purchase intention (Ohanian, 1991). McCracken (1989) argues that according to the source models any credible and attractive model can serve as a persuasive source for any advertising message. He encourages matching the multidimensional attributes of the endorser with the attributes of the endorsed product. The Match-up Hypothesis Model is based on the fit between the endorser and the product. Unexpectedly, the attractive model activates central processing for attractiveness-related products (Petty & Cacioppo, 1980). The Match-Up Hypothesis attributes this result to fit. This shows the effect of expertise, as the attractiveness of the model is a source characteristic that ties to the attractiveness-related product (Kahle & Homer, 1985, Kamins, 1990, Bower & Landreth, 2001). This effect was not found for the attractiveness-unrelated product (Kamins, 1990).

The Endorser Sexpertise Continuum (Simmers et al., 2009) addresses the issue of why some celebrities can only endorse a limited range of related products while some celebrities can endorse a wide range of unrelated products. As previously mentioned the Continuum is anchored on the left by acquirable expertise and on the right by likeability and attraction. Theoretically, celebrities can move in either direction. On the expertise side, the Continuum integrates the Source Credibility Model and the cognitive/higher involvement of the Elaboration Likelihood Model. Evaluation of the endorsement is theorized as attribute-specific and piecemeal. The Continuum proposes that the celebrity can endorse products related to his/her area of expertise. Whereas on the likeability side, the Continuum integrates the Source Attractiveness Model and the peripheral/lower involvement of the Elaboration Likelihood Model. Evaluation of the endorsement is theorized as more holistic and categorical. The Continuum proposes that the celebrity can endorse unrelated products. Celebrities more on the left are limited to endorsing products in their own area of expertise. As they increase their likeability and attractiveness, they move to the right and can endorse a wider range of unrelated products. This was previously proposed by Simmers et al. (2009) but not tested. Therefore, it is hypothesized:
H2a: U.S. celebrities who are known for their attractiveness or likability can endorse more products than U.S. celebrities who are known for a particular expertise.
H2b: Chinese celebrities who are known for their attractiveness or likability can endorse more products than Chinese celebrities who are known for a particular expertise.

ATHLETES AND GENDER

In demonstrating the moderating role of involvement, Petty et al. (1983) compared sports celebrities with average citizens as endorsers for the Edge razor. Petty et al. (1983) found that the celebrity endorser impacted the attitude toward the product for the low involvement condition, but not for the high involvement condition in which the information about the product was more impactful. O'Keefe (2005) suggests that witnessing the authenticity of a player's reaction on the field results in sports fans having higher levels of brand adoption for the brand the player chooses to endorse.

The literature shows a difference in the effectiveness of athlete endorsers based on gender. Antil et al. (2012) noted that female athletes are less effective endorsers because they are less familiar to the consumer which results in a breakdown in meaning transfer. They credit lack of consistent public attention needed to create familiarity. Female consumers are looking for similarity, but this breaks down when the endorser is either much younger than the consumer or her sex appeal is emphasized instead of her abilities (Antil et al., 2012).

Objectification of female Indy drivers began in 2003 and exploded with the arrival of Danica Patrick in 2006 (Cuneen et al., 2007). A content analysis of the ads of sport celebrities in the "Got Milk" Campaign showed women as neutral or weak and men as strong. Objectification took place for female athletes but not for male athletes. Male athletes were shown as athletic (Cuneen & Spencer, 2003). Part of the problem facing female athlete celebrity endorsers may be stereotype in that women are depicted for their attractiveness and not for their athleticism (Cuneen & Sidwell, 1998, Ross et al., 2009, Cuneen & Spencer, 2003, Grau et al., 2007). Both attractiveness and expertise are needed for female athlete celebrity endorsers to be able to represent multiple brands. The strategy of Danica Patrick's management group was to let her develop as a driver to strengthen her expertise (Cuneen et al., 2007) so she was not seen as just another pretty face.

Fink et al. (2004) found that female athlete attractiveness and expertise both positively related to perceptions of endorser-event fit, however expertise had a stronger impact than attractiveness. Using associate learning theory, Cunningham et al (2008) proposed that both attractiveness and expertise would play a role in traditionally "feminine" women's sport event (i.e., tennis). They found an interaction between attractiveness and expertise related to endorser appropriateness. In the lower expertise condition, the more attractive female athlete endorser was rated as more appropriate than the less attractive female athlete. Expertise is important for product-endorser fit, but physical attractiveness can compensate for lesser expertise such as with non-sports related products and poor product-endorser match-up (Liu et al., 2010). So, it is hypothesized:

H3a: U.S. male athletes can endorse more products than U.S. female athletes.
H3b: Chinese male athletes can endorse more products than Chinese female athletes.

METHODS

Instrument Development

Two pretests were conducted prior to the main study. Pretest 1 was conducted to identify Chinese celebrity endorsers and corresponding products for which they were perceived to have expertise. Similarly, Pretest 2 was conducted to determine U.S. celebrity endorsers and possible products for which they were perceived to have expertise. The celebrities and product categories generated from Pretests 1 and 2 were used in the main study. Details of Pretest 1 and Pretest 2 follow.

Pretest 1: Chinese Celebrity Endorsers

A Pretest 1 survey was administered to a class of 28 graduate students from China enrolled in a business course at a Midwestern university with a campus located in China. Definitions were provided in the Instruction section for the terms: celebrity endorser, attractive,

trustworthy, likable, and expert. A celebrity endorser is someone who is well-known and uses fame to benefit a brand by appearing in an advertisement with the brand. Attractive is someone who is physically pleasing, beautiful, handsome, or sexy. Trustworthy is someone who is honest, dependable, and can be trusted. Likable is someone who has a good personality or a good image. Expert is someone who is very skilled or knowledgeable in something. Chinese celebrities were selected using the input of several Chinese graduate students enrolled in a Midwestern university. Respondents were asked to rate if each celebrity endorser was attractive, trustworthy, and likable on a five-point Likert scale, including: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Using the same Likert scale, they were also asked to rate whether each celebrity endorser can be considered an expert to endorse: Apple technology, Armani designer clothing, BMW X4 SUV automobile, Gatorade sports drink, Montblanc pen, Time Warner Television, and Visa credit card. Demographics collected included age, gender and nationality (citizen or not a citizen of the United States).

The Chinese celebrity endorsers included: Mr. Ma Yun (Jack) (IT/Website), Mr. Li Jia Cheng (Lee Ka Shing) (finance), Ms. Li Xiang (actress, host, and singer), Ms. Yang Lan (tv host), Mr. Jackie Chan (Chan Kong-sang) (actor), Mr. Jet Li (Li Lianjie) (actor), Ms. Peng Liyuan (first lady), Ms. Fan Bingbing (actress), and Mr. Wang Lihong (Wang Lee-Hom) (singer). The Chinese athlete endorsers included: Mr. Han Han (racecar driver), Ms. Lang Ping (volleyball), Mr. Li Ning (gymnastics), Mr. Yao Ming (basketball), Ms. Fu Mingxia (diver), Ms. Deng Yaping (table tennis), Ms. Guo Jingjing (diving), and Ms. Li Na (tennis). Means and the related standard deviations are provided in Table 1 (Appendix).

The Source Credibility Model bases endorsement effectiveness upon expertise and trustworthiness. One-sample t-tests using SPSS were run with a test value of "3" to determine the products significantly above the value of 3 (neutral) that the celebrity is considered an expert to endorse (the respondents agree or strongly agree). See Table 2 (Appendix). Means for trustworthy were also examined (see Table 1 in Appendix). Mr. Ma Yun (Jack) has a career in IT/website and is considered an expert to endorse Apple Technology (t-value = 2.70, sig. = .012), which is directly related to his career area. He is also considered an expert to endorse the Montblanc pen (t-value = 3.20, sig. = .004) and the Visa credit card (t-value = 3.57, sig. = .001). Respondents consider him trustworthy (mean = 4.17). Ms. Yang Lan is a television host and is considered an expert to endorse Time Warner television (t-value = 2.53, sig. = .018), which is directly related to her career area. Respondents indicate she may also endorse Armani clothes (t-value = 2.98, sig. = .006), the Montblanc pen (t-value = 3.67, sig. = .001) and the Visa credit card (t-value = 2.20, sig. = .036) and that she is considered trustworthy (mean = 4.29). Mr. Han Han is considered an athlete since he is a racecar driver. He is considered an expert to endorse a BMW automobile (3.52, sig. = .002) because it is related to his career as a professional driver and Gatorade drink (t-value = 3.46, sig. = .002), a drink for athletes, but also the Montblanc pen (t-value = 4.37, sig. = .000). Ms. Lang Ping is also an athlete, as she played volleyball. She can only endorse the Gatorade drink (t-value = 8.25, sig. = .000). She is also considered trustworthy (mean = 3.96).

The Source Attractiveness Model attributes endorsement effectiveness to similarity, familiarity, and likeability. The means for attractive and likable were examined. Mr. Jet Li, an actor, is considered an expert to endorse five products. He is attractive (mean = 4.39) and likable (mean = 4.29). Ms. Fan Bingbing, an actor, is considered an expert to endorse six products. She is highly attractive (mean = 4.67) and likable (mean = 4.37). Mr. Yao Ming was a basketball player and is considered attractive (mean = 4.54) and highly likable (mean = 4.79). Respondents

report he can endorse five of the surveyed products. Ms. Li Na played tennis and is considered attractive (mean = 4.15) and likable (mean = 4.22). She can endorse two of the products.

Pretest 2: U.S. Celebrity Endorsers

A Pretest 2 survey was administered to a class of 17 graduate students from the United States enrolled in a business course at a Midwestern university. Definitions and instructions were identical to those provided in Pretest 1. Using the same Likert scale design as Pretest 1, respondents were also asked to rate whether each celebrity endorser can be considered an expert to endorse: social networking technology, software technology, designer clothing, luxury automobile, sports drink, healthy/clean living, cookware, credit card, and fragrance. It was determined that categories of products would be a better source of measurement than the specific name brands that were used in Pretest 1.

The U.S. celebrity endorsers included: Mr. Brad Pitt (actor), Mr. Jay-Z (Shawn Carter) (singer), Mr. Bill Gates (IT), Mr. Donald Trump (real estate/finance), Mr. Mark Zuckerberg (IT/Website), Ms. Tina Fey (actress/comedian), Lady Gaga (singer), Ms. Beyonce Knowles-Carter (singer), Ms. Martha Stewart (domestic specialist), Ms. Rachael Ray (chef), and Ms. Bethenny Frankel (reality show star). The U.S. athlete endorsers included: Mr. David Beckham (soccer), Mr. Michael Jordan (basketball), Mr. Michael Phelps (swimmer), Mr. Dale Earnhardt, Jr. (racecar driver), Mr. Ryan Lochte (swimmer), Ms. Danica Patrick (racecar driver), Ms. Serena Williams (tennis), Ms. Jillian Michaels (exercise expert), and Ms. Misty May-Treanor (beach volleyball), Ms. Michelle Wie (golf) and Ms. Lindsey Vonn (skiing). Means and the related standard deviations are provided in Table 3 (Appendix).

Since the Source Credibility Model bases endorsement effectiveness upon expertise and trustworthiness, one-sample t-tests using SPSS were run (see Table 4 in Appendix). A test value of "3" was used to determine the products significantly above the value of 3 (neutral) that the celebrity is considered an expert to endorse (the respondents agree or strongly agree). Means for trustworthy were also examined (see Table 3 in Appendix). Mark Zuckerberg has a career in IT/website and is considered an expert to endorse software (t-value = 16.64, sig. = .000), and only software, and is trustworthy (mean 3.29). Ms. Bethenny Frankel is a television host (reality show star) and is considered an expert to endorse clothing (t-value = 4.66, sig. = .000), healthy living (t-value = 3.77, sig. = .002), and fragrance (t-value = 2.70, sig. = .016). These products tune in to her television persona. She is also considered trustworthy (mean = 3.41). Mr. Dale Earnhardt, Jr., is a racecar driver, so he is considered an athlete. Trustworthy (mean = 3.53), he can endorse automobiles (t-value = 5.90, sig. = .000) and sports drinks (t-value = 5.64, sig. = .000). Ms. Jillian Michaels is a fitness expert, an athlete, who is trustworthy (mean = 3.82). She is considered an expert to endorse both sports drinks (mean = 13.91, sig. = .000) and healthy living (t-value = 16.64, sig. = .000).

The Source Attractiveness Model attributes endorsement effectiveness to similarity, familiarity, and likeability. The means for attractive and likable were examined (see Table 3 in Appendix). Mr. Brad Pitt is an actor who can endorse three products. He is considered attractive (mean = 4.12) and likable (mean = 4.12). Mr. David Beckham plays professional soccer, so he is an athlete. He is considered attractive (mean = 4.29) and likable (mean = 4.11) and can endorse five products. Ms. Danica Patrick is a racecar driver, so she is also considered an athlete. She is attractive (mean = 3.94) and likable (mean =3.71) and can endorse three products.

MAIN STUDY

The celebrities selected from the results of the Chinese (Pretest 1) and U.S. Celebrity Endorser (Pretest 2) pretests are used in the Main Study (see Table 5 in Appendix), with the exception of Ms. Jennifer Aniston. Ms. Aniston was not included in the Pretest 2 survey but was selected based on her face validity. Men's Health voted Jennifer Aniston the "Sexiest Woman of All Times" in 2011 (Huffington Post 12/10/11). Ms. Aniston was also voted as the "Most Beautiful Woman" by People magazine in 2014. The products from Pretest 2 are used in the main study. Career matches between the Chinese and U.S. samples are sought. For example, Mr. Ma Yun of China and Mr. Mark Zuckerberg of the U.S. are both experts in the IT/website career area.

For the main study, there are 108 Chinese and 108 U.S. respondents. The resulting means for attractive, trustworthy, likeable and for each of the product categories are presented in Table 6 (Appendix). One-sample t-tests were run using SPSS with a test value of "3" to determine the products significantly above 3 (neutral) that the celebrity is considered an expert to endorse (the respondents agree or strongly agree). See Table 7 in Appendix.

For the U.S. sample, Mr. Mark Zuckerberg was identified as being only able to endorse one product, but he is not considered attractive, trustworthy or likable, so an endorsement is likely to be unsuccessful. Mr. Dale Earnhardt, Jr., is considered trustworthy (mean = 3.34) and likable (mean = 3.84) and can endorse two products. Ms. Bethenny Frankel is considered attractive (mean = 3.38), but not trustworthy or likable. She can endorse three products. Ms. Jillian Michaels is considered attractive (mean = 3.92), trustworthy (mean = 3.60) and likable (mean = 3.59) and can endorse two of the products. Mr. Brad Pitt (attractive mean = 4.28, trustworthy mean = 3.57, likability mean = 4.12), Mr. David Beckham (attractive mean = 4.30, trustworthy mean = 3.40, likability mean = 3.93), Ms. Jennifer Aniston (attractive mean = 4.69, trustworthy mean = 3.97, likability mean = 4.45) and Ms. Danica Patrick (attractive mean = 4.14, trustworthy mean = 3.53, likability mean = 3.71) are all considered attractive, trustworthy and likable. Mr. Pitt and Ms. Aniston can each endorse four products. Mr. Beckham can endorse five products. Ms. Patrick can endorse two products.

For the Chinese sample, Mr. Ma Yun can only endorse one product and is considered attractive (mean = 3.34), trustworthy (mean = 3.77) and likable (mean = 3.66). Mr. Han Han can only endorse one product and is considered attractive (mean = 3.70) and likable (mean 3.50), but not attractive. Ms. Yang Lan is considered attractive (mean = 3.97), trustworthy (mean = 3.83) and likable (mean = 3.87) and can endorse three products. Ms. Lang Ping is considered attractive (mean = 3.58), trustworthy (mean = 4.00) and likable (mean = 3.85) and can only endorse one product. Mr. Jet Li (attractive mean = 4.17, trustworthy mean = 4.01, likability mean = 4.14), Mr. Yao Ming (attractive mean = 3.82, trustworthy mean = 4.14, likability mean = 4.18), Ms. Fan Bingbing (attractive mean = 4.22, trustworthy mean = 3.35, likability mean = 3.74) and Ms. Li Na (attractive mean = 3.92, trustworthy mean = 3.97, likability mean = 3.96) are all considered attractive, trustworthy, and likeable. Mr. Jet Li and Mr. Yao Ming can each endorse five products. Ms. Fan Bingbing can endorse four products. Ms. Li Na can endorse two products. Taken together, these results provide support for H1.

DISCUSSION

Expertise vs. Attraction

As shown in Table 7 (Appendix), celebrities who are known for their attractiveness or likability (the unshaded area of Table 7 and the right side of the Sexpertise Continuum) are able to endorse more products than celebrities who are known for a particular expertise (the shaded area of Table 7 and the left side of the Sexpertise Continuum) with the exception of women athletes, partially supporting H2a and H2b, and supporting H3a and H3b. Mr. Ma Yun and Mr. Mark Zuckerberg are known for IT/website and are only able to endorse information technology. Mr. Han Han, racecar driver, is only able to endorse the entertainment program because he is known beyond his rally driving as a writer, singer, blogger and film director. Mr. Dale Earnhardt, Jr., racecar driver who is classified as an athlete, can only endorse luxury automobiles and sports drinks. Ms. Yang Lan and Ms. Bethenny Frankel are able to endorse designer clothing, luxury jewelry/watches and entertainment programs. These tie into their jobs as television hosts. Ms. Lang Ping and Ms. Jillian Michaels are both athletes, so they can endorse sports drinks. Ms. Michaels has been on an entertainment program, so she can also endorse one. Mr. Jet Li and Mr. Brad Pitt are actors. In addition to what they are experts in, entertainment programs, Mr. Li and Mr. Pitt are able to endorse multiple products. Mr. Li can endorse five of the products. One of those products is sports drinks, which ties into his expertise in martial arts (athletic). Mr. Pitt can endorse the same four products, with the exception of the sports drink. Both Mr. Yao Ming and Mr. David Beckham can endorse five products, including the sports drinks for which they have athletic expertise. Ms. Fan Bingbing and Ms. Jennifer Aniston can endorse the same four products. As an athlete, Ms. Li Na is able to endorse the sports drink. Her popularity also indicates she could endorse an entertainment program. Ms. Danica Patrick can endorse sports drinks and a luxury automobile because it is tied to her expertise as a race car driver.

Overall, celebrities on the left side of the Continuum have lower scores than celebrities on the right side of the Continuum in attractiveness, trustworthiness, and likability. For those celebrities, they can only endorse products in which they have expertise. Celebrities on the right side with higher means in attractiveness, trustworthiness and likability are able to endorse more products than just their area of expertise.

Male Athlete vs. Female Athlete

The results demonstrate that athlete celebrities are able to endorse more products than non-athlete celebrities. Specifically, the celebrities were able to endorse the same products with the exception of the sports drink which only the athletes could endorse. This may be related to fit and the perceived expertise of the athletes who would use this product in their athletic careers. Those athletes with lower scores on attractiveness and likability can only endorse products related to their area of expertise. However, the athletes with higher scores on attractiveness and likability are able to endorse more products. Mr. Yao Ming, Mr. David Beckham, and Mr. Jet Li (martial arts) are athletes able to endorse five of the products, whereas Mr. Brad Pitt, Ms. Fan Bingbing and Ms. Jennifer Aniston can endorse four of the products. Interestingly, the female athletes can only endorse products from their area of expertise.

Gender differences were found in the number of products that an athlete celebrity can endorse. H3a and H3b hypothesized that male athletes can endorse more products than female athletes. Female athletes can endorse the least number of products. The male athletes with high attractiveness and likability scores are able to endorse the most products, whereas the female athletes regardless of attractiveness, likability or trustworthiness are more limited in what they

can endorse, mostly to their area of expertise. These results may be due to female athletes receiving less public attention and therefore are less familiar to the consumer (Antil et al., 2012).

U.S. vs. Chinese

As noted, the same hypotheses were tested using both U.S. and Chinese samples. Both U.S. and Chinese celebrities who are known for their attractiveness or likability are able to endorse more products than celebrities who are known for a particular expertise. Also, both U.S. and Chinese male athletes are able to endorse more products than female athletes. U.S. and Chinese celebrities had similar results to their paired, peer celebrities from the other country, supporting H1. This is consistent with the changing cultural values reflected in young Chinese.

IMPLICATIONS

In celebrity endorsement decisions, both the brand manager and the celebrity must consider the best fit. Celebrities that are known for their attractiveness or likability are able to endorse more products than celebrities who are less attractive or likeable and are known for a particular expertise. An attractive or likeable celebrity with a particular expertise can endorse a product related to that expertise as well as products unrelated to that expertise. Athlete celebrities have the upper hand in products related to their sport specifically or fitness-related in general. Gender does not seem to matter except in the case of female athletes who are limited to endorsing only products related to their expertise.

Interestingly, the hypotheses results are consistent for both the U.S. and the China respondents. This may be due to the younger ages of the respondents and that they are more Western in their thinking compared to older Chinese generations. There are similar effects of expertise v. attractiveness and male athlete v. female athlete result in both the U.S. and China data, including the exception of the female athlete being limited to endorsing expertise-related products.

Tying into the Endorser Sexpertise Continuum (Simmers et al., 2009), the term acquirable expertise as an anchor on the Continuum does not seem to have face value and may be changed to simply expertise. Therefore, the left side of the Continuum is anchored by expertise and the right side is anchored by attractiveness/likeability. The Continuum suggests that celebrities can move in either direction along the Continuum. As attractiveness/likeability increases, the individual moves to the right and is able to endorse a wider range of unrelated products. If the celebrity starts in the left or moves to the left (i.e., negative publicity), the individual becomes more limited to endorsing expertise-related products. As likeability increases, celebrities are able to move from a limited range of related product to a wide range of unrelated product that they can endorse. The only exception seems to be for female athlete endorsers.

In addition to endorser/product fit, brand managers must evaluate the attractiveness and likeability of the celebrity. They should be aware that they may share the celebrity's image with other unrelated products and may have a dilution effect on their product. For athlete celebrities, over-endorsement, or negative effects resulting from a celebrity branding with multiple products, is a possibility (Hung et al., 2011). A contract clause limiting the number of related endorsements is always wise. Tripp et al. (1994) found that as the number of product endorsements by a celebrity increases, the perception of celebrity credibility, likability and

attitude toward the ad become decrease. Celebrities are brands unto themselves. Athletes often earn more for endorsements than in their chosen sport career (Koernig & Boyd 2009). As a celebrity, marketability of the individual as an endorser is greatest for attractive male athletes. The number of products that an individual can endorse is largely determined by the individual's attractiveness and likeability. The most limited endorser marketability is for female athletes, regardless of attractiveness and likeability. This may change with an increase in public attention to women's sports. Celebrities are encouraged to manage their image to maintain or increase attractiveness and/or likeability.

This study found that U.S. and Chinese people felt similarly about celebrity endorsers in terms of the fit between endorser and product, the expertise of the endorser, the likability and attractiveness of the endorser and the number of products that any one celebrity can endorse based on the individual's characteristics. This finding is interesting given the multitude of previous research studies showing clear differences between the two countries. Future research needs to examine these similarities and differences based on the changing nature of China becoming more individualistic. Additionally, it may be that proliferation of media options and global celebrity could be causing the similarity among all people. Future research may test the hypotheses using other endorser scales, such as the Ohanian (1990) scale. Researchers may also wish to examine the processing of these endorsements and the individual characteristics that lead to differential processing of information (i.e., Elaboration Likelihood Model). The regulatory environment surrounding celebrity endorsement is constantly changing; therefore, it will be important for future studies to account for differences in regulations regarding celebrity endorsements when making recommendations to marketing managers. Finally, respondents of other age cohorts and countries as well as different product categories and categories of celebrities should also be considered in future studies.

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APPENDIX

Table 1
PRETEST 1: CHINESE CELEBRITY ENDORSERS
(n = 28)

CELEBRITY	ATTRACTIVE Mean (SD)	TRUSTWORTHY Mean (SD)	LIKABLE Mean (SD)
Mr. Ma Yun (Jack) (IT/website)	3.78 (1.25)	4.17 (0.67)	3.89 (1.05)
Mr. Li Jia Cheng (finance)	4.07 (0.96)	4.41 (0.57)	4.04 (1.02)
Ms. Li Xiang (actress, host, singer)	3.96 (0.74)	3.43 (0.96)	3.79 (0.88)
Ms. Yang Lan (tv host)	4.46 (0.74)	4.29 (0.85)	4.21 (1.03)
Mr. Jackie Chan (actor)	4.57 (0.69)	4.11 (0.96)	4.61 (0.69)
Mr. Jet Li (actor)	4.39 (0.83)	4.21 (0.83)	4.29 (0.85)
Ms. Peng Liyuan (first lady)	4.70 (0.61)	4.56 (0.93)	4.56 (1.01)
Ms. Fan Bingbing (actress)	4.67 (0.62)	3.85 (0.95)	4.37 (0.79)
Mr. Wang Lihong (singer)	4.74 (0.53)	4.31 (0.93)	4.63 (0.63)
Mr. Han Han (racecar driver)	4.04 (0.96)	3.74 (0.90)	3.81 (1.08)
Ms. Lang Ping (volleyball)	3.61 (1.10)	3.96 (0.79)	3.71 (0.90)
Mr. Li Ning (gymnastics)	4.00 (1.02)	4.18 (0.77)	3.75 (0.97)
Mr. Yao Ming (basketball)	4.54 (0.79)	4.89 (0.31)	4.79 (0.50)
Ms. Fu Mingxia (diver)	4.07 (0.73)	4.11 (0.89)	4.00 (0.83)
Ms. Deng Yaping (table tennis)	3.89 (1.05)	4.19 (1.04)	4.00 (1.11)
Ms. Guo Jingjing (diving)	4.33 (0.83)	4.23 (0.91)	4.38 (0.75)
Ms. Li Na (tennis)	4.15 (0.72)	4.22 (0.85)	4.22 (0.75)

Table 2
PRETEST 1: CHINESE CELEBRITY ENDORSERS
NUMBER OF PRODUCTS CAN ENDORSE
ONE-SAMPLE T-TESTS
(n = 28)

CELEBRITY	Product Above the Value of 3	t-value	Sig. (2-tailed)
Mr. Ma Yun (Jack) (IT/Website)	Apple technology	2.70	.012
	Montblanc pen	3.20	.004
	Visa credit card	3.57	.001
Mr. Li Jia Cheng (finance)	Armani clothes	2.88	.008
	BMW automobile	2.32	.028
	Montblanc pen	5.02	.000
	Visa credit card	5.17	.000
Ms. Li Xiang (actress, host, singer)	Armani clothes	2.08	.048
Ms. Yang Lan (tv host)	Armani clothes	2.98	.006
	Montblanc pen	3.67	.001
	Time Warner television	2.53	.018
	Visa credit card	2.20	.036
Mr. Jackie Chan (actor)	Armani clothes	3.57	.001
	BMW automobile	4.25	.000
	Gatorade drink	5.28	.000
	Time Warner television	3.10	.004
	Visa credit card	2.65	.013
Mr. Jet Li (actor)	Armani clothes	2.76	.010
	BMW automobile	4.93	.000
	Gatorade drink	6.13	.000
	Montblanc pen	2.17	.039
	Time Warner television	4.39	.000
Ms. Peng Liyuan (first lady)	Montblanc pen	2.36	.026
Ms. Fan Bingbing (actress)	Apple technology	3.81	.001
	Armani clothes	15.22	.000
	BMW automobile	5.50	.000
	Montblanc pen	2.60	.015
	Time Warner television	9.80	.000
	Visa credit card	2.41	.023
Mr. Wang Lihong (singer)	Apple technology	5.00	.000
	Armani clothing	8.86	.000
	BMW automobile	6.53	.000
	Gatorade drink	3.46	.002
	Montblanc pen	2.60	.015
	Time Warner television	3.94	.001
	Visa credit card	3.12	.004
Mr. Han Han (racecar driver)	BMW X4 SUV automobile	3.52	.002
	Gatorade sports drink	3.46	.002
	Montblanc pen	4.37	.000
Ms. Lang Ping (volleyball)	Gatorade drink	8.25	.000
Mr. Li Ning (gymnastics)	BMW automobile	2.10	.046
	Gatorade drink	12.41	.000

Mr. Yao Ming (basketball)	BMW automobile Gatorade drink Montblanc pen Time Warner television Visa credit card	6.03 15.82 2.47 3.60 4.08	.000 .000 .020 .001 .000
Ms. Fu Mingxia (diver)	BMW automobile Gatorade drink	2.13 15.61	.043 .000
Ms. Deng Yaping (table tennis)	Gatorade drink	8.89	.000
Ms. Guo Jingjing (diving)	Armani clothing BMW automobile Gatorade drink Time Warner television Visa credit card	3.68 2.47 15.61 2.06 2.20	.001 .021 .000 .050 .037
Ms. Li Na (tennis)	BMW automobile Gatorade sports drink	2.11 9.58	.045 .000

Table 3
PRETEST 2: AMERICAN CELEBRITY ENDORSERS
(n = 17)

CELEBRITY	ATTRACTIVE Mean (SD)	TRUSTWORTHY Mean (SD)	LIKABLE Mean (SD)
Mr. Brad Pitt (actor)	4.12 (1.05)	3.29 (1.10)	4.12 (0.49)
Mr. Jay-Z (singer)	2.53 (1.07)	3.18 (0.95)	3.41 (1.06)
Mr. Bill Gates (IT)	2.12 (0.99)	4.06 (0.75)	3.88 (0.78)
Mr. Donald Trump (real estate/finance)	1.53 (0.72)	2.59 (1.00)	2.35 (1.06)
Mr. Mark Zuckerberg (IT/Website)	2.65 (1.06)	3.29 (0.69)	2.59 (0.87)
Ms. Tina Fey (actress/comedian)	3.71 (0.77)	4.12 (0.78)	4.35 (0.79)
Lady Gaga (singer)	2.47 (1.18)	3.35 (1.06)	3.41 (1.37)
Ms. Beyonce Knowles-Carter (singer)	4.53 (0.51)	4.24 (0.97)	4.65 (0.61)
Ms. Martha Stewart (domestic specialist)	2.47 (1.18)	2.18 (1.13)	2.94 (1.09)
Ms. Rachael Ray (Chef)	4.12 (0.60)	4.12 (0.78)	4.29 (0.69)
Ms. Bethanny Frankel (reality show star)	3.53 (0.94)	3.41 (0.62)	3.41 (0.62)
Mr. David Beckham (soccer)	4.29 (0.85)	3.71 (0.69)	4.11 (0.60)
Mr. Michael Jordan (basketball)	3.06 (0.66)	3.88 (0.70)	4.06 (0.83)
Mr. Michael Phelps (swimmer)	2.65 (1.11)	3.24 (0.83)	3.89 (0.49)
Mr. Dale Earnhardt, Jr. (racecar driver)	3.12 (0.99)	3.53 (0.80)	3.82 (0.88)
Mr. Ryan Lochte (swimmer)	3.65 (1.00)	3.41 (1.00)	3.47 (1.00)
Ms. Danica Patrick (racecar driver)	3.94 (0.66)	3.47 (0.62)	3.71 (0.77)
Ms. Serena Williams (tennis)	3.00 (1.06)	4.18 (0.73)	4.18 (0.88)
Ms. Jillian Michaels (exercise expert)	4.00 (0.79)	3.82 (0.81)	3.71 (0.99)
Ms. Misty May-Treanor (beach volleyball)	3.94 (0.83)	3.65 (0.61)	3.82 (0.53)
Ms. Michelle Wie (golf)	3.71 (0.69)	3.53 (0.62)	3.71 (0.59)
Ms. Lindsey Vonn (skiing)	4.00 (0.79)	3.65 (0.70)	3.76 (0.66)

CELEBRITY	SOCIAL NET TECH Mean (SD)	SOFT TECH Mean (SD)	DES CLOTH Mean (SD)	LUX AUTO Mean (SD)	SPORTS DRINK Mean (SD)	HEA/ CLN LIV Mean (SD)	COOK Mean (SD)	CREDIT CARD Mean (SD)	FRAG Mean (SD)
Mr. Brad Pitt (actor)	2.76 (0.75)	1.94 (0.56)	4.41 (0.62)	4.35 (0.61)	2.35 (0.70)	3.41 (0.94)	1.63 (0.62)	2.23 (1.07)	4.18 (0.64)
Mr. Jay-Z (singer)	3.35 (1.17)	2.18 (0.73)	4.24 (0.66)	4.41 (0.51)	2.50 (0.97)	2.59 (0.94)	1.53 (0.62)	2.59 (1.18)	3.71 (0.99)
Mr. Bill Gates (IT)	3.94 (1.03)	4.94 (0.24)	2.35 (1.50)	3.47 (1.37)	1.65 (0.79)	2.59 (1.00)	1.76 (0.83)	3.71 (1.05)	1.71 (0.77)
Mr. Donald Trump (real estate/finance)	2.59 (1.50)	2.88 (1.32)	2.94 (1.30)	4.12 (1.05)	1.59 (0.80)	2.47 (1.23)	1.71 (0.92)	3.59 (1.23)	2.24 (1.20)
Mr. Mark Zuckerberg (IT/Website)	5.00 (0.00)	4.76 (0.44)	2.29 (1.21)	2.88 (1.36)	1.47 (0.72)	2.29 (1.10)	1.71 (0.77)	2.94 (1.09)	1.82 (0.73)
Ms. Tina Fey (actress/comedian)	3.24 (1.35)	1.88 (0.99)	3.47 (1.12)	3.35 (1.11)	1.76 (0.90)	3.76 (0.75)	3.18 (1.01)	3.12 (1.67)	3.18 (0.95)
Lady Gaga (singer)	3.47 (1.50)	1.65 (0.70)	4.06 (1.03)	2.65 (1.37)	1.94 (1.14)	2.12 (0.93)	1.88 (0.93)	1.88 (0.86)	4.00 (1.00)
Ms. Beyonce Knowles-Carter (singer)	3.65 (1.27)	1.71 (0.69)	4.77 (0.44)	4.24 (0.66)	2.29 (1.05)	4.00 (0.79)	3.00 (1.32)	2.53 (1.42)	4.82 (0.39)
Ms. Martha Stewart (domestic specialist)	2.24 (1.09)	1.59 (0.87)	2.76 (1.25)	2.76 (1.48)	1.53 (0.72)	4.18 (1.24)	4.76 (0.44)	2.24 (1.15)	2.47 (1.33)
Ms. Rachael Ray (Chef)	2.59 (1.37)	1.65 (0.79)	2.89 (1.32)	2.35 (1.27)	2.00 (0.94)	4.29 (0.92)	4.71 (0.59)	2.65 (1.06)	2.88 (1.17)
Ms. Bethanny Frankel (reality show star)	2.76 (1.30)	2.29 (0.99)	3.88 (0.78)	3.29 (0.85)	2.65 (0.79)	3.71 (0.77)	3.35 (0.86)	3.18 (1.01)	3.47 (0.72)
Mr. David Beckham (soccer)	2.53 (1.12)	1.82 (0.53)	4.41 (0.62)	4.18 (0.95)	4.59 (0.51)	3.82 (1.07)	1.94 (0.97)	2.59 (0.94)	4.29 (0.77)
Mr. Michael Jordan (basketball)	2.41 (1.00)	1.94 (0.83)	3.59 (1.18)	4.00 (0.87)	4.89 (0.33)	2.71 (1.21)	2.00 (0.87)	2.56 (1.03)	3.5 (1.18)
Mr. Michael Phelps (swimmer)	2.76 (1.20)	2.18 (0.95)	2.65 (1.27)	2.59 (1.12)	4.82 (0.53)	3.59 (1.18)	1.94 (0.97)	2.24 (1.03)	2.94 (1.25)
Mr. Dale Earnhardt, Jr. (racecar driver)	2.41 (1.06)	1.76 (0.66)	2.18 (0.95)	4.12 (0.78)	4.24 (0.90)	3.24 (0.97)	1.71 (0.77)	2.59 (1.064)	2.24 (0.97)
Mr. Ryan Lochte (swimmer)	2.88 (1.22)	2.00 (0.79)	3.29 (0.85)	3.18 (1.07)	4.88 (0.33)	4.11 (0.78)	1.94 (0.93)	2.11 (0.93)	3.29 (1.26)
Ms. Danica Patrick (racecar driver)	2.76 (1.09)	1.82 (0.81)	3.18 (1.07)	4.12 (0.86)	4.59 (0.71)	4.00 (0.79)	2.81 (1.38)	2.59 (1.28)	3.18 (1.19)
Ms. Serena Williams (tennis)	2.59 (1.46)	1.59 (0.71)	3.35 (1.46)	3.25 (1.24)	4.82 (0.39)	4.24 (0.66)	2.65 (1.11)	2.41 (1.23)	3.35 (1.17)
Ms. Jillian Michaels (exercise expert)	2.65 (1.32)	1.59 (0.87)	3.06 (1.20)	2.59 (1.28)	4.59 (0.51)	4.76 (0.44)	3.47 (1.07)	2.12 (0.99)	3.00 (1.12)

Ms. Misty May-Treanor (beach volleyball)	2.53 (0.94)	1.65 (0.79)	3.29 (1.10)	2.65 (1.06)	4.53 (0.87)	4.53 (0.62)	3.06 (1.14)	2.71 (1.10)	2.82 (0.88)
Ms. Michelle Wie (golf)	2.59 (1.33)	1.88 (0.78)	3.18 (1.07)	3.00 (1.37)	4.47 (0.72)	4.24 (0.66)	2.65 (1.06)	2.71 (0.85)	3.00 (0.71)
Ms. Lindsey Vonn (skiing)	2.64 (1.06)	1.88 (0.78)	3.06 (0.97)	2.88 (0.86)	4.42 (0.87)	4.24 (0.83)	2.82 (0.88)	2.47 (1.01)	2.94 (1.03)

Table 4
PRETEST 2: AMERICAN CELEBRITY ENDORSERS
NUMBER OF PRODUCTS CAN ENDORSE
ONE-SAMPLE T-TESTS
(n = 17)

CELEBRITY	Product Above the Value of 3	t-value	Sig. (2-tailed)
Mr. Brad Pitt (actor)	Clothing Auto Fragrance	9.41 9.20 7.63	.000 .000 .000
Mr. Jay-Z (singer)	Clothing Auto Fragrance	7.67 11.47 2.95	.000 .000 .009
Mr. Bill Gates (IT)	Social Software Credit	3.77 33.00 2.78	.002 .000 .013
Mr. Donald Trump (real estate/finance)	Auto	4.37	.000
Mr. Mark Zuckerberg (IT/Website)	Software	16.64	.000
Ms. Tina Fey (actress/comedian)	Living	4.19	.001
Lady Gaga (singer)	Clothing Fragrance	4.24 4.12	.001 .001
Ms. Beyonce Knowles-Carter (singer)	Clothing Augo Living Fragrance	16.64 7.67 5.22 19.13	.000 .000 .000 .000
Ms. Martha Stewart (domestic specialist)	Living Cookware	3.92 16.64	.001 .000
Ms. Rachael Ray (Chef)	Living Cookware	5.80 11.96	.000 .000
Ms. Bethanny Frankel (reality show star)	Clothing Living Fragrance	4.66 3.77 2.70	.000 .002 .016
Mr. David Beckham (soccer)	Clothing Auto Drink Living Fragrance	9.41 5.10 12.91 3.16 6.91	.000 .000 .000 .006 .000
Mr. Michael Jordan (basketball)	Auto Drink Living	4.76 23.37 2.40	.000 .000 .029
Mr. Michael Phelps (swimmer)	Drink	14.22	.000
Mr. Dale Earnhardt, Jr. (racecar driver)	Auto Drink	5.90 5.64	.000 .000
Mr. Ryan Lochte (swimmer)	Drink Living	23.37 5.90	.000 .000
Ms. Danica Patrick (racecar driver)	Auto Drink	5.37 9.19	.000 .000

	Living	5.22	.000
Ms. Serena Williams (tennis)	Drink	19.13	.000
	Living	7.67	.000
Ms. Jillian Michaels (exercise expert)	Drink	13.91	.000
	Living	16.64	.000
Ms. Misty May-Treanor (beach volleyball)	Drink	7.21	.000
	Living	10.10	.000
Ms. Michelle Wie (golf)	Drink	8.45	.000
	Living	7.67	.000
Ms. Lindsey Vonn (skiing)	Drink	6.69	.000
	Living	6.13	.000

Table 5
MAIN STUDY
CHINA

	Expertise		Attraction	
	Male	**Female**	**Male**	**Female**
Non-Athlete	Ma Yun (IT/website)	Yang Lan (tv host)	Jet Li (actor)	Fan Bingbing (actress)
Athlete	Han Han (racecar driver)	Lang Ping (volleyball)	Yao Ming (basketball)	Li Na (tennis)

USA

	Expertise		Attraction	
	Male	**Female**	**Male**	**Female**
Non-Athlete	M. Zuckerberg (IT/website)	Beth. Frankel (tv host)	Brad Pitt (actor)	Jennifer Aniston (actress)
Athlete	D. Earnhardt, Jr. (racecar driver)	Jillian Michaels (fitness)	David Beckham (soccer)	Danica Patrick (racecar driver)

Table 6 MAIN STUDY (n = 216)
Means (Standard Deviation)

Shaded is expertise. Unshaded is attraction.				**CHINA (n = 108)**				
	Mr. Ma Yun (IT/website)	**Mr. Han Han (racecar driver)**	**Ms. Yang Lan (tv host)**	**Ms. Lang Ping (volleyball)**	**Mr. Jet Li (actor)**	**Mr. Yao Ming (basketball)**	**Ms. Fan Bingbing (actress)**	**Ms. Li Na (tennis)**
Attractive	3.35 (1.48)	3.70 (1.18)	3.97 (1.14)	3.58 (1.12)	4.17 (1.07)	3.82 (1.17)	4.22 (1.07)	3.92 (1.05)
Trustworthy	3.77 (1.04)	3.19 (1.06)	3.83 (1.09)	4.00 (1.01)	4.01 (1.01)	4.14 (0.92)	3.35 (1.25)	3.97 (0.94)
Likable	3.66 (0.96)	3.50 (1.12)	3.87 (1.10)	3.85 (1.04)	4.14 (1.03)	4.18 (0.90)	3.74 (1.18)	3.96 (1.00)
Information technology	4.24 (1.07)	2.47 (1.11)	2.60 (1.05)	2.31 0.99()	2.48 (1.04)	2.55 (1.18)	2.22 (1.07)	2.39 (1.12)
Designer clothing	2.04 (0.97)	2.88 (1.17)	3.47 (1.14)	2.57 (1.02)	3.22 (1.06)	2.77 (1.24)	4.28 (0.97)	2.98 (1.10)
Luxury automobile	2.71 (1.25)	3.10 (1.20)	3.08 (1.11)	2.61 (1.05)	3.50 (1.09)	3.49 (1.14)	3.83 (1.17)	3.07 (1.05)
Sports drink	2.10 (1.00)	2.85 (1.25)	2.22 (1.00)	4.13 (1.00)	3.65 (1.20)	4.36 (0.90)	2.46 (1.17)	4.29 (1.08)
Luxury jewelry/watch	2.62 (1.96)	2.71 (0.98)	3.41 (1.81)	2.74 (1.04)	3.44 (1.09)	3.44 (1.05)	4.11 (1.03)	3.20 (1.05)
Entertainment program	2.73 (1.16)	3.43 (1.10)	3.26 (1.21)	3.01 (1.07)	3.71 (1.09)	3.64 (1.09)	4.15 (0.99)	3.47 (1.01)
Credit card	3.19 (1.19)	2.50 (0.98)	3.02 (1.13)	2.94 (1.13)	3.16 (1.08)	3.49 (1.09)	2.85 (1.07)	3.12 (1.12)
Shaded is expertise. Unshaded is attraction.				**USA (n = 108)**				
	Mr. M. Zuckerberg (IT/website)	**Mr. D. Earnhardt, Jr. (racecar driver)**	**Ms. Beth. Frankel (tv host)**	**Ms. Jillian Michaels (fitness)**	**Mr. Brad Pitt (actor)**	**Mr. David Beckham (soccer)**	**Ms. Jennifer Aniston (actress)**	**Ms. Danica Patrick (racecar driver)**
Attractive	2.36 (0.83)	2.94 (0.98)	3.38 (1.05)	3.92 (0.92)	4.28 (0.80)	4.30 (0.89)	4.69 (0.46)	4.14 (0.81)
Trustworthy	2.62(0.93)	3.34 (0.78)	2.82 (0.77)	3.60 (0.82)	3.57 (0.94)	3.40 (0.96)	3.97 (0.87)	3.53 (0.90)
Likable	3.15 (1.02)	3.84 (0.87)	3.14 (0.90)	3.59 (0.94)	4.12 (0.84)	3.93 (0.93)	4.45 (0.77)	3.71 (0.90)
Information technology	4.46 (0.72)	1.65 (0.70)	1.93 (0.83)	1.67 (0.71)	1.86 (0.80)	1.71 (0.75)	1.63 (0.77)	1.87 (1.01)
Designer clothing	1.56 (0.67)	2.16 (1.02)	3.91 (0.98)	2.94 (1.07)	4.28 (0.95)	4.23 (0.98)	4.50 (0.87)	3.06 (1.07)
Luxury automobile	2.19 (1.13)	4.19 (0.96)	3.03 (1.11)	2.46 (1.07)	4.10 (0.99)	4.08 (1.02)	3.51 (1.20)	4.20 (1.00)
Sports drink	1.71 (0.89)	3.93 (0.92)	2.14 (0.88)	4.34 (1.00)	2.49 (1.01)	4.57 (0.74)	2.40 (1.08)	4.03 (0.94)
Luxury jewelry/watch	2.27 (1.06)	2.46 (1.07)	3.65 (1.02)	2.66 (1.05)	4.10 (0.99)	4.11 (1.11)	4.22 (0.95)	3.06 (1.07)
Entertainment program	2.52 (1.20)	2.84 (1.17)	3.63 (1.03)	3.44 (1.18)	4.09 (0.95)	3.45 (1.19)	4.27 (0.94)	3.14 (1.07)
Credit Card	2.33 (1.14)	2.37 (0.99)	2.60 (1.06)	2.26 (0.93)	2.64 (1.20)	2.69 (1.20)	2.69 (1.17)	2.57 (1.08)

Table 7 MAIN STUDY: One-Sample t-tests (test value = 3) with a significant mean value greater than 3 (n=216)

Shaded is expertise. Unshaded is attraction.					CHINA (n = 108)			
	Mr. Ma Yun (IT/website)	Mr. Han Han (racecar driver)	Ms. Yang Lan (tv host)	Ms. Lang Ping (volleyball)	Mr. Jet Li (actor)	Mr. Yao Ming (basketball)	Ms. Fan Bingbing (actress)	Ms. Li Na (tennis)
Attractive	3.34/2.42 (.017)	3.70/6.13 (.000)	3.97/8.76 (.000)	3.58/5.29 (.000)	4.17/11.31 (.000)	3.82/7.26 ().000	4.22/11.71 (.000)	3.92/9.05 (.000)
Trustworthy	3.77/7.61 (.000)		3.83/7.86 (.000)	4.00/10.25 (.000)	4.01/10.30 (.000)	4.14/12.77 (.000)	3.35/2.86 (.005)	3.97/10.74 (.000)
Likable	3.66/7.05 (.000)	3.50/4.94 (.000)	3.87/8.09 (.000)	3.85/8.52 (.000)	4.14/11.43 (.000)	4.18/13.45 (.000)	3.74/6.45 (.000)	3.96/9.96 (.000)
Information technology	4.24/12.00 (.000)							
Designer clothing			3.47/4.21 (.000)		3.22/2.11 (.037)		4.28/13.57 (.000)	
Luxury automobile					3.50/4.77 (.000)	3.49/4.35 (.000)	3.83/7.36 (.000)	
Sports drink				4.13/10.47 (.000)	3.65/5.53 (.000)	4.36/15.60 (.000)		4.29/12.42 (.000)
Luxury jewelry/watch			3.41/3.60 (.000)		3.44/4.11 (.000)	3.44/4.29 (.000)	4.11/11.17 (.000)	
Entertainment program		3.43/4.04 (.000)	3.26/2.26 (.026)		3.71/6.74 (.000)	3.64/6.07 (.000)	4.15/12.01 (.000)	3.47/4.78 (.000)
Credit card						3.49/4.60 (.000)		
Shaded is expertise. Unshaded is attraction.					**USA (n = 108)**			
	Mr. M. Zuckerberg (IT/website)	Mr. D. Earnhardt, Jr. (racecar driver)	Ms. Beth. Frankel (tv host)	Ms. Jillian Michaels (fitness)	Mr. Brad Pitt (actor)	Mr. David Beckham (soccer)	Ms. Jennifer Aniston (actress)	Ms. Danica Patrick (racecar driver)
Attractive			3.38/3.77 (.000)	3.92/10.37 (.000)	4.28/16.70 (.000)	4.30/15.16 (.000)	4.69/38.05 (.000)	4.14/14.54 (.000)
Trustworthy		3.34/4.48 (.000)		3.60/7.63 (.000)	3.57/6.35 (.000)	3.40/4.33 (.000)	3.97/11.62 (.000)	3.53/6.10 (.000)
Likable		3.84/10.00 (.000)		3.59/6.57 (.000)	4.12/13.82 (.000)	3.93/10.31 (.000)	4.45/19.73 (.000)	3.71/8.26 (.000)
Information technology	4.46/21.23 (.000)							
Designer clothing			3.91/9.61 (.000)		4.28/14.04 (.000)	4.23/13.03 (.000)	4.50/17.72 (.000)	
Luxury automobile		4.19/12.85 (.000)			4.10/11.62 (.000)	4.08/10.99 (.000)	3.51/4.40 (.000)	4.20/12.48 (.000)
Sports drink		3.93/10.42 (.000)		4.34/13.83 (.000)		4.57/22.14 (.000)		4.03/11.34 (.000)
Luxury jewelry/watch			3.65/6.62 (.000)		4.10/11.62 (.000)	4.11/10.36 (.000)	4.22/13.36 (.000)	
Entertainment program			3.61/6.27 (.000)	3.44/3.92 (.000)	4.09/11.94 (.000)	3.45/3.95 (.000)	4.27/13.98 (.000)	
Credit Card								

Mean/t-value/(sig.)